

Rancho Mirage Art Affaire

Fine Art...Fine Music...Fine Wine...Fine Food
November 13 & 14, 2010

Invitation

You are invited to apply for the 10th Annual Rancho Mirage Art Affaire. The Art Affaire is open to all original art and select fine craft in a variety of media and price ranges. Participants will be selected by a jury panel based on quality, originality, diversity and display presentation. Each medium will be limited to ensure a well-balanced and interesting show. Artist must be present during the advertised show hours. No manufactured items or buy/sell imports will be considered. Work submitted for consideration must accurately represent work that will be displayed and sold at the Art Affaire. Works displayed at the Art Affaire must be for sale. Prototypes will not be considered.

Held at beautiful Whitewater Park in Rancho Mirage, the Art Affaire features approximately 100 fine artists, jazz entertainment, food, wine and other special exhibits. The Art Affaire is the City of Rancho Mirage's premiere community event, presented by the City's Community Parks and Recreation Commission and is free to the public. Approximately 7,000 patrons were in attendance last year. Rancho Mirage is located in the center of the Coachella Valley in the Palm Springs Desert Resorts area. Temperatures range from the 70 –80's in November. Whitewater Park is located at 71-560 San Jacinto Drive, accessible from Bob Hope Drive and Highway 111.

Dates and times

The Art Affaire will be held November 13th and 14th, 2010. Show hours are 9:30am – 4:00pm each day. MANDATORY SET-UP is Friday, November 12th, from 9am to 5pm. Overnight security will be provided on Nov. 12 & 13. All exhibits must remain set up until show closing on Sunday. The awards ceremony and reception will be held on Saturday evening after the close of the show. Invitations for you and a guest will be included in your check-in packet.

Display Booths

Spaces are approximately 12' x 12'. Single booth space fee is \$225.00. A limited number of double booth spaces will be available for \$450.00.

Most booths will be in quad arrangements to allow for corner display and some booths will be set up along the perimeter of the Park. Most booths will be on grass. Electricity is not available. Only photoelectric or similar power sources will be allowed and must be approved in advance by the festival director before they can be used. Special set up arrangements must be approved in advance. You must provide your own canopy, tables, chairs and display items. Be prepared for wind. Carts are necessary for unloading. Vehicles are not allowed on the grass, or basketball courts. Vehicles must be moved to the designated artist parking area after unloading and during show hours. Some golf carts with drivers will be available to assist during set-up and breakdown.

Fees

There is a \$25.00 (non-refundable) application fee. Booth space fees: \$225.00. Booth fees will only be accepted after an artist has been accepted to the show. Do not send booth fees at this time—only send the application fee now. Artist commissions will not be charged. (Booth fees are non-refundable after acceptance except for written cancellations post marked no later than Oct. 8, 2010.)

Application Process

Submit the completed Artist Application, photos, the Application Fee Check for \$25.00 (do not send booth fee) and the required artist bio or resume.

PHOTOS ONLY PLEASE Submit **4 PHOTOS of your work and one of your booth. (Photos 4x6 or larger are acceptable)** Booth space set up and presentation are important and will be judged by photos submitted. Booth photo must represent the display you intend to use at the show if accepted. Photos may be used for advertising purposes and in our program. Photos and marketing materials will not be returned.

Award winners from Rancho Mirage Art Affaire 2009 will be automatically accepted to participate for 2009 after a timely receipt of a complete application package and \$25 application fee.

Application Deadline & Address

Applications must be postmarked or received in our office no later than 5:00 p.m. July 20, 2010
(later postmarks will not be accepted)

**Send to: Rancho Mirage Art Affaire, c/o City of Rancho Mirage
69-825 Highway 111, Rancho Mirage, CA 92270**

Acceptance and Notification

All applicants will be notified by letter of their status in August. A limited wait list will be created to fill vacancies if accepted artists are not able to attend. Many of the wait list artists each year get into the show due to vacancies.

Information

For more information please contact Diana Beck at 760-324-4511 or dianab@ci.rancho-mirage.ca.us

Rancho Mirage Art Affaire 2010

Artist Application

For Office use only:

Date Received _____

Artist's Name _____

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Cell _____ E-mail _____

California Resale # (required) _____ Web site _____

Please mark one main category that best describes your medium. The Rancho Mirage Art Affaire reserves the right to move an artist to another category based on jury and judging procedures.

Oils Acrylic Watercolor Drawing/Pastels Mixed Media Metal Glass Jewelry
Ceramic Textile Photography Sculpture Wood

Attach your bio or resume.

Describe your work, noting any special subject matter, technique, and materials used. Attach separate pages if necessary.

Price range of your work \$ _____

Booth requests: (standard size is 12'x12'). Only a limited number of double booths will be available. Please note special booth placement requests and any special equipment is used in your display. All special equipment must be approved in advance.

The undersigned agrees to hold harmless the City of Rancho Mirage, Parks & Recreation Commission, staff and volunteers working on their behalf, against any and all liability for damage to persons or property from any source. The undersigned agrees to abide by the rules and regulations as established for the Art Affaire.

Signed _____ **Date** ____/____/____

Check List: Your application will not be juried unless it contains everything in the check list.

- 1) Completed application form and Application Fee check for \$25.00.
- 2) 4 PHOTOS of your work plus one of your display (will not be returned)
- 3) Artist bio /resume/description of work

Deadline: Must be postmarked or received in our office no later than 5:00 p.m. July 20, 2010.

Send Completed Application to: **RANCHO MIRAGE ART AFFAIRE**
c/o **City of Rancho Mirage**
69-825 Highway 111
Rancho Mirage, California 92270

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